REMARKS

I. Specification

The abstract stands objected to as exceeding the maximum length of 150 words. Applicant amends the abstract as shown in the "Amendments to the Specification" to shorten its length to fewer than 150 words.

The disclosure stands objected to for informalities. Applicant amends the disclosure, page 23, line 24, changing "5001" to "5010."

Therefore, in light of the above amendments, Applicant submits that the specification is now in condition for allowance and respectfully requests that the objections to the specification be withdrawn.

II. Claims

Claims 1-12 are all the claims pending in the application.

A. Claims 1-3, 5, 6, and 12

Claims 1-3, 5, 6, and 12 stand rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over Bandera et al., U.S. Patent No. 6,332,127 ("Bandera") in view of Park, WO 96/04633 ("Park"). Applicant respectfully submits that the proposed combination of Bandera and Park fails to teach or suggest all of the limitations recited in claims 1-3, 5, 6, and 12.

Bandera is directed to a method of advertising via the internet. Bandera discloses a method whereby a web server selects advertisements for transmission to an internet user based

on a number of factors. Each of the advertisements selected for transmission to the user is displayed on the screen of the user in conjunction with a selected web page.

Park is directed to a vehicle information system providing information relevant to current vehicle location. According to the system of Park, advertisements are transmitted to a vehicle through voice and data broadcast. Upon hearing a desired advertisement, an operator may "capture" the broadcast, including information pertaining to the location of the advertiser, distance of the vehicle to the advertiser, and general direction from the vehicle to the location of the advertiser.

Claims 1 and 12. With respect to claims 1 and 12, Applicant submits that the proposed combination fails to disclose at least: "selecting advertisement data which satisfy said standards from the received advertisement data, and storing the selected advertisement data in a received data base." (See Claim 1, for example).

Contrary to the position of the Examiner, Bandera fails to teach or suggest selecting, from among the advertisement data received by the user those advertisement data which satisfy certain standards and storing the selected advertisement data in a received data base. According to Bandera, there is no selection process at the user/reception end of the transmission of the advertisement data. Rather, as discussed above, the advertisements are selected based on a number of factors before transmission to the user. Further, contrary to the position of the Examiner, while Bandera discloses storing advertisement data in a "local cache," the advertisement data which is stored is not "selected advertisement data which satisfy said

standards from the received advertisement data" but rather all the advertisement data received from the web server.

Further, Applicant submits that the proposed combination fails to disclose at least "evaluating the time, positions, and preference of the advertisement data stored in said received advertisement data base based on reproduction time, a reproduction position and preference of said user, extracting the advertisement data in the order of highest evaluation, and presenting said extracted advertisement data to said user." Bandera discloses evaluating, on a periodic basis, those advertisements which have already been presented to the user and refreshing the advertisements which are presented by changing them with corresponding changes in time of day or location of the user. Bandera fails to disclose evaluating the advertisement data which is stored in the data base discussed above, before it is presented to the user and then extracting the advertisement data in an order of highest evaluation and presenting that extracted advertisement data to the user.

Park likewise fails to teach or suggest the limitations recited in claim 1, as referred to above.

For at least the above exemplary reasons, Applicant respectfully submits that a reasonable combination of Bandera and Park, if any, does not render obvious the invention as set out in Claims 1 or 12. The Examiner is therefore respectfully requested to withdraw the §103(a) rejection from Claims 1 and 12.

Claims 2, 3, 5, and 6. Applicant respectfully submits that Claims 2, 3, 5, and 6 are nonobvious and patentable at least by virtue of their dependence on independent Claim 1, discussed above, and additionally, for the following exemplary reasons.

With respect to Claim 2, Applicant submits that the proposed combination of Bandera and Park fails to disclose at least: "in the case where said advertisement data comprises data representing a period of an advertisement, said selection standard for time deems that said receive time must be within said period." Bandera discusses advertisements that are time-sensitive and discloses the use of a "validation anchor" in conjunction with each of such advertisements. Following the method of Bandera, a user, upon viewing a time-sensitive advertisement, may select the validation anchor, which prompts the web server to determine the continuing validity of the advertisement with respect to the user and to inform the user if the advertisement is still valid. Applicant submits that Bandera fails to teach or suggest a selection standard deeming that a receive time for advertisement data must be within the time period of the advertisement data. If Bandera disclosed this limitation, as recited in claim 2, the validation anchor disclosed in Bandera would be unnecessary because only advertisement data which was timely would be presented to the user.

For at least the above exemplary reasons, Applicant respectfully submits that a reasonable combination of Bandera and Park, if any, does not render obvious the invention as set out in Claims 2, 3, 5, or 6. The Examiner is therefore respectfully requested to withdraw the §103(a) rejection from Claims 2, 3, and 6.

B. Claims 4 and 7

Claims 4 and 7 stand rejected under §35 U.S.C. § 103(a) as allegedly unpatentable over Bandera in view of Park, and further in view of Hendricks et al., U.S. Patent No. 6,408,437 ("Hendricks"). Applicant respectfully submits that Claims 4 and 7 are nonobvious and patentable at least by virtue of their dependence on independent Claim 1, discussed above, and additionally, for the following exemplary reasons.

With respect to Claim 7, Applicant submits that the proposed combination fails to teach or suggest at least: "the more key words which are of interest are contained in said advertisement data, the higher the evaluation, and the more key words which are not of interest are contained in said advertisement date, the lower the evaluation." The Examiner acknowledges that neither Bandera nor Park discloses key words which are not of interest to the user. Further, Applicant submits that neither Bandera nor Park discloses the use of key words at all. The disclosure of Bandera is limited to sorting the advertisements based on location and time of day. The disclosure of Park is limited to sorting the advertisements based on location, time, and category. Hendricks discloses the use of key words in selecting which television programs will be presented to a subscriber (col. 31, ln., 5-10, and 32, ln., 42-51. However, contrary to the assertion of the Examiner, Hendricks fails to teach or suggest a higher evaluation the more key words with are of interest to the user are present and a lower evaluation the more key words which are not of interest to the user are present. Rather, Hendricks merely evaluates which programs contain the key words and then present those programs to the subscriber. Hendricks fails to teach or suggest performing an evaluation among the programs which contain the sought-after key words.

For at least the above exemplary reasons, Applicant respectfully submits that a reasonable combination of Bandera, Park, and Hendricks, if any, does not render obvious the invention as set out in Claims 4 or 7. The Examiner is therefore respectfully requested to withdraw the §103(a) rejection from Claims 4 and 7.

C. Claims 8-11

Claims 8-11 stand rejected under 35 U.S.C. § 103(a) as allegedly unpatentable over Bandera in view of Park, and further in view of Barnett et al., U.S. Patent No. 6,336,099 ("Barnett") and Rakavy et al., U.S. Patent No. 6,317,789 ("Rakavy").

Claim 8. Applicant respectfully submits that Claim 8 is nonobvious and patentable at least by virtue of its dependency on independent Claim 1, discussed above, and additionally for the following exemplary reasons.

Applicant submits that the proposed combination fails to teach or suggest at least: "in transmitting said advertisement data, an advertisement transmission row comprising the advertisement data repeatedly by a unit of a client is created, and said advertisement transmission row is transmitted." Barnett fails to disclose this limitation. Figure 10, and col. 12, ln. 29 through col. 13, ln. 3 of Barnett discloses "advertising packages" 1-n. However, these advertising packages are merely coupons stored in a "coupon storage file" 40, located at an online service provider. Contrary to the Examiner's assertion, they are not "an advertisement transmission row" as disclosed in Claim 8.

For at least the above exemplary reasons, Applicant respectfully submits that a reasonable combination of Bandera, Park, Barnett, and Rakavy, if any, does not render obvious the invention as set out in Claim 8. The Examiner is therefore respectfully requested to withdraw the §103(a) rejection from Claim 8.

Claim 9. As noted by the Examiner, Claim 9 recites those limitations recited in Claims 1-8. Therefore, Applicant submits that a reasonable combination of Bandera, Park, Barnett, and Rakavy, if any, does not render obvious the invention as set out in Claim 9 for the same reasons as discussed above with respect to Claims 1-8. The Examiner is therefore respectfully requested to withdraw the §103(a) rejection from Claim 9.

Claim 10. Applicant respectfully submits that Claim 10 is nonobvious and patentable at least by virtue of its dependency on independent Claim 9, discussed above.

Claim 11. As noted by the Examiner, Claim 11 recites those limitations recited in Claims 1-9. Therefore, Applicant submits that a reasonable combination of Bandera, Park, Barnett, and Rakavy, if any, does not render obvious the invention as set out in Claim 11 for the same reasons as discussed above with respect to Claims 1-9. The Examiner is therefore respectfully requested to withdraw the §103(a) rejection from Claim 11.

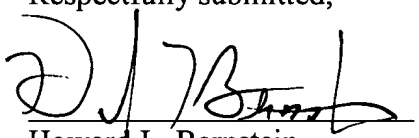
III. Conclusion

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the

Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned attorney at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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